

## ABSTRACT

A display apparatus is provided with a display member which is printed in gradations of color from a first color to a second color from one side of the member to other side, and an  
5 electro-optical display device having plural dot display sections disposed on the display member. The plural dot display sections are selectively driven, to display characters, images, etc. in gradations of color. The display apparatus which is simple in structure and low in manufacturing cost advantages  
10 to improve image and/or character discrimination and is used for an adornment purpose.